1/11/88 C7715-3A

OCTOBER
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '87 VS '86	% IND	
	1987	1986		1987	1986
CHRYSLER	28025	35591	78.74	3.42	3.66
(Laser)	121	2693	4.49	.01	.28
(Le Baron/GTS)	15791	15206	103.85	1.93	1.56
(NY/5 AV/Newport)	11287	17297	65.25	1.38	1.78
DODGE	30505	43454	61.68	3.73	5.09
(Daytona)	3709	2792	132.84	.45	.29
(Omni/Shadow)	6250	11038	56.62	.76	1.14
(Aries)	9455	9351	101.11	1.16	.96
(Lancer)	1394	5656	24.65	.17	.58
(600)	2684	5315	50.50	.33	.55
(Diplomat/Dynsty)	1456	4030	36.13	.18	.41
PLYMOUTH	25267	38563	65.52	3.08	3.97
(Horizn/Sundance)	6287	12161	51.70	.77	1.26
(Reliant)	10315	10758	95.88	1.26	1.11
(Caravelle)	2824	3699	76.34	.34	.38
(Gran Fury)	643	1407	45.70	.08	.14
EAGLE	3617	8422	42.95	.44	.87
(Allnc/Eagl/Prem)	2137	6647	32.15	.26	.69
CHRYSLER CORP.	87414	132030	66.21	10.67	13.59
FORD	110179	114137	96.53	13.44	11.75
(Escort)	34248	32057	106.83	4.19	3.31
(Probe)	-	-	-	-	-
(Mustang)	13142	13139	100.02	1.60	1.35
(Tempo)	9934	20860	47.61	1.22	2.15
(Taurus)	26816	25868	103.66	3.27	2.66
(Crown Victoria)	9135	9861	92.64	1.11	1.01
(T'Bird)	12142	11824	102.69	1.48	1.22
LINCOLN	14615	16801	86.99	1.78	1.73
MERCURY	37779	37645	100.36	4.62	3.87
(Topaz)	3371	4944	68.18	.41	.51
(Sable)	9323	8304	112.27	1.14	.85
(Grand Marquis)	9476	9252	102.42	1.17	.95
(Cougar)	9268	8367	110.77	1.13	.86
LINC/MERC. DIV.	54200	55565	97.54	6.62	5.72
FORD MOTOR CO.	164379	169702	96.86	20.06	17.47
BUICK	46054	68734	67.00	5.62	7.07
(Skyhawk)	3264	7152	45.64	.40	.74
(Somerset/Skylrk)	4816	8253	58.35	.59	.85
(Century)	13347	21569	61.89	1.63	2.23
(Regal)	5036	7408	67.98	.61	.76
(Riviera)	764	2731	27.98	.09	.28
(Reatta)	-	-	-	-	-
CADILLAC	23880	32054	74.50	2.91	3.30
(Allante)	170	-	-	.02	-
(Cimarron)	934	2553	36.58	.11	.26
(Eldorado)	1618	3398	47.62	.20	.35
(Seville)	1128	3166	35.63	.14	.33
CHEVROLET	112105	132777	84.43	13.69	13.67
(Celebrity)	21768	26831	81.13	2.66	2.76
(Corsica)	10578	3	-	1.29	-
(Beretta)	11228	3	-	1.37	-
(Cavalier)	20381	23792	85.66	2.49	2.45
(Camaro)	7619	11810	64.51	.93	1.22
(Corvette)	2016	2610	77.24	.25	.27
(Monte Carlo)	5565	10796	51.55	.68	1.11
OLDSMOBILE	53061	88524	59.87	6.48	9.12
(Firenza)	1626	2916	55.76	.20	.30
(Calais)	7246	7660	94.60	.88	.79
(Cutlass Ciera)	19167	25943	71.14	2.35	2.76
(Cutlass)	5749	12879	44.64	.70	1.33
(Toronado)	1097	2002	54.80	.13	.21
PONTIAC	54013	67187	80.39	6.59	6.91
(1000)	168	1577	10.65	.02	.16
(Sunbird)	4666	7582	61.54	.57	.78
(Grand AM)	16893	16153	104.62	2.06	1.66
(6000)	9785	18301	53.47	1.19	1.88
(Bonneville)	8829	4465	197.74	1.08	.46
(Firebird)	4508	7311	61.66	.55	.75
(Fiero)	2205	5999	36.76	.27	.62
(Grand Prix)	738	3080	23.96	.09	.32
GEN. MTRS CORP.	289113	389376	74.25	35.29	40.07
Misc. Domestic	6	2	300.00	-	-
Other Import	278418	280540	99.24	33.98	28.87
U.S. TOTAL	819330	971650	84.32		

UNITED STATES SUMMARY
OCTOBER 1987 ISSUED 12/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
CHRYSLER	245426	314310	78.08	2.87	3.31	351741
(Laser)	4635	26355	17.59	.05	.28	28321
(Le Baron/GTS)	137072	145113	94.46	1.60	1.52	160600
(NY/S AY/Newport)	93865	142303	65.96	1.10	1.50	160945
DODGE	341368	437056	78.11	3.99	4.61	510136
(Daytona)	29418	34711	84.75	.34	.37	36547
(Omni/Shadow)	100088	86718	115.42	1.17	.91	110505
(Aries)	80198	86575	92.63	.94	.91	104734
(Lancer)	20182	43502	46.39	.24	.46	47900
(600)	30760	54728	56.24	.36	.58	61305
(Diplomat/Dynsty)	10914	27143	40.21	.13	.29	31810
PLYMOUTH	234111	351752	83.61	3.43	3.70	415701
(Horizn/Sundance)	108294	99316	109.04	1.26	1.05	124754
(Reliant)	85176	109592	77.72	.99	1.14	127969
(Caravelle)	31110	33008	94.25	.36	.35	38622
(Gran Fury)	6470	13261	48.79	.08	.14	15509
EAGLE	37622	65949	57.05	.44	.69	74242
(Allnc/Eagl/Prem)	23705	50738	46.72	.28	.53	57287
CHRYSLER CORP	918527	1169067	78.57	10.73	12.31	1351820
FORD	1198635	1150523	104.19	14.00	12.11	1364434
(Escort)	332975	345394	96.40	3.89	3.64	400695
(Probe)	-	-	-	-	-	-
(Mustang)	145876	149663	97.47	1.70	1.58	165854
(Tempo)	188103	219607	85.65	2.20	2.31	259896
(Taurus)	301748	174612	172.81	3.52	1.84	238610
(Crown Victoria)	100949	108575	92.98	1.18	1.14	130928
(T'Bird)	111459	123709	90.10	1.30	1.30	138602
LINCOLN	137949	133323	103.47	1.61	1.40	169805
MERCURY	394753	409912	96.30	4.61	4.32	477874
(Topaz)	54646	54312	100.61	.64	.57	65498
(Sable)	86754	72256	120.06	1.01	.76	91341
(Grand Marquis)	99616	96364	103.37	1.17	1.01	118364
(Cougar)	94627	105825	89.42	1.10	1.13	112818
LINC/MERC DIV	543921	555835	97.86	6.35	5.85	661787
FORD MOTOR CO	1742616	1706358	102.12	20.35	17.96	2026221
BUICK	467700	652315	70.62	5.46	6.97	757328
(Skyhawk)	33240	66602	49.91	.39	.70	74172
(Somerset/Skylrk)	59771	101400	58.95	.70	1.07	112375
(Century)	130351	209047	62.35	1.52	2.20	236946
(Regal)	43684	70317	62.12	.51	.74	77962
(Riviera)	14552	19849	73.31	.17	.21	22937
(Reatta)	-	-	-	-	-	-
CADILLAC	216223	254543	84.95	2.52	2.68	300090
(Allante)	1493	5	-	.02	-	5
(Cimarron)	11363	20953	54.23	.13	.23	23592
(Eldorado)	15997	21200	75.46	.19	.22	24476
(Seville)	16753	16473	101.70	.19	.17	20641
CHEVROLET	1288803	1483047	86.90	15.05	15.61	1693234
(Celebrity)	270076	338071	79.89	3.14	3.57	397297
(Corsica)	83822	3	-	.98	-	1372
(Beretta)	92228	3	-	1.08	-	1505
(Cavalier)	255659	324264	78.84	2.99	3.41	362780
(Camaro)	103540	148621	69.67	1.21	1.56	164283
(Corvette)	20326	28436	71.48	.24	.30	32581
(Monte Carlo)	54010	98840	54.64	.63	1.04	111245
OLDSMOBILE	619861	919831	67.39	7.24	9.68	1044444
(Firenza)	14500	31438	46.12	.17	.33	34470
(Calais)	87609	100472	87.20	1.02	1.06	114295
(Cutlass Ciera)	214242	282696	75.79	2.51	2.98	323607
(Cutlass)	84229	172225	48.91	.98	1.81	191138
(Toronado)	13432	13627	98.57	.16	.14	16239
PONTIAC	598510	721667	82.93	6.99	7.60	829650
(1000)	5528	16473	33.56	.06	.17	18142
(Sunbird)	70166	93454	75.08	.82	.98	103925
(Grand Am)	184058	165257	111.38	2.16	1.74	198509
(6000)	104598	170785	61.25	1.22	1.81	197601
(Bonneville)	82157	36877	222.79	.96	.39	49174
(Firebird)	65451	82996	78.86	.76	.87	93521
(Fiero)	38436	60832	63.18	.45	.64	67748
(Grand Prix)	12708	34073	37.30	.15	.36	37728
GEN MTRS CORP	3191097	4041403	78.96	37.26	42.54	4624746
Misc. Domestic	65	66	98.48	-	-	77
Other Import	2711370	2583278	104.96	31.66	27.19	3136978
U.S TOTAL	8563675	9500172	90.14			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	43633	10.82	474666	379832	124.97	11.42	9.31
Plymouth	11307	2.80	113151	88961	127.19	2.72	2.18
Ford	114148	28.34	1192293	1153082	103.40	28.70	28.29
Chevrolet	94298	23.39	976771	1082968	90.19	23.51	26.54
G.M.C.	27613	6.85	283035	293537	96.42	6.81	7.19
Hino	148	.04	1343	592	226.86	.03	.01
International	7004	1.74	58307	56764	102.72	1.40	1.39
Iveco	176	.04	1889	1955	96.62	.05	.05
Jeep	18375	4.56	165273	160015	103.29	3.98	3.92
Mack/Midliner	1753	.43	19134	18140	105.48	.46	.44
Kenworth	1452	.36	12254	8929	137.24	.29	.22
Peterbilt	1254	.31	10192	8215	124.07	.25	.20
Daimler-Benz Corp.	2663	.66	23168	16873	137.31	.56	.41
Scania	15	-	103	60	171.67	-	-
Volvo White	1297	.32	9957	9523	104.56	.24	.23
Western Star	135	.03	1177	739	159.27	.03	.02
Other Imports	77107	19.13	806465	795296	101.40	19.41	19.49
Miscellaneous Domestic	725	.18	5665	4567	124.04	.14	.11
U. S. Total	403107		4154843	4080049	101.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	363300	111366	-	-	-	-	-	-
Plymouth	113151	-	-	-	-	-	-	-
Ford	702350	446221	442	-	-	7805	24995	10480
Chevrolet	601061	338289	23440	862	264	5807	6678	370
G.M.C.	136496	110355	2594	407	4348	5876	16721	6238
Hino	-	-	-	-	356	330	657	-
International	-	-	-	-	310	16003	18433	23561
Iveco	-	-	906	433	454	96	-	-
Jeep	152944	12329	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1659	2227	15248
Kenworth	-	-	-	-	-	-	88	12166
Peterbilt	-	-	-	-	-	-	70	10122
Daimler-Benz Corp.	-	-	-	-	-	1361	2017	19798
Scania	-	-	-	-	-	-	-	103
Volvo White	-	-	-	-	-	-	1359	8598
Western Star	-	-	-	-	-	-	-	1177
Other Imports	796089	3310	4753	-	880	597	836	-
Miscellaneous Domestic	-	1672	-	2144	231	-	19	1599
Total	2865391	1023542	32135	3846	6843	39534	74100	109452
1986 Total	2730086	1105531	30928	1190	4211	41934	72875	93294
1987 vs '86	104.96	92.58	103.90	323.19	162.50	94.28	101.68	117.32

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	47267	.55	54983	.58
Chevrolet Spectrum	66733	.78	83150	.88
Chrysler Conquest	9854	.12	539	.01
Dodge Colt/SW	36318	.42	41897	.44
Dodge Colt Vista SW	14081	.16	14432	.15
Dodge Conquest	256	-	2231	.02
Eagle Medallion	9881	.12	-	-
Ford Festiva	17076	.20	-	-
Plymouth Colt/SW	32991	.39	39329	.41
Plymouth Colt Vista SW	12312	.15	13564	.14
Plymouth Conquest	169	-	2134	.02
Pontiac LeMans	26560	.31	-	-
Merkur XR4	7362	.09	12600	.13
Scorpio	3957	.05	-	-
Tracer	23986	.28	-	-
Others	324	-	2000	.02
Total Domestic Sponsored Imports	309627	3.62	266855	2.81
OTHER IMPORTS				
Acura	86125	1.01	29670	.31
BMW	72269	.84	77223	.81
Honda	509638	5.95	491924	5.18
Hyundai	220379	2.57	109859	1.16
Mazda	174744	2.04	181045	1.91
Mercedes Benz	77838	.91	74582	.79
Mitsubishi	51274	.60	39552	.42
Nissan	431651	5.04	467154	4.92
Saab	38347	.45	41424	.44
Subaru	141438	1.65	148855	1.57
Toyota	496129	5.79	479433	5.05
Volkswagen	149836	1.75	174532	1.84
Volvo	85956	1.00	99473	1.05
Yugo	41456	.48	24733	.26
Others	134290	1.57	143778	1.51
Total Other Imports	2711370	31.66	2583278	27.19
GRAND TOTAL ALL IMPORT CARS	3020997	35.28	2850133	30.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	58613	1.41	61268	1.50
Dodge RAIDER	16509	.40	1504	.04
OTHER IMPORTS				
Isuzu	77632	1.87	71479	1.75
Mazda	113141	2.72	125413	3.07
Mitsubishi	47032	1.13	25104	.62
Nissan	184125	4.43	186684	4.58
Subaru	1525	.04	3207	.08
Suzuki	69255	1.64	32804	.80
Toyota	297692	7.16	336119	8.24
Volkswagen	8532	.21	10319	.25
Others	1465	.04	1	-
Total Other Import Trucks	799399	19.24	791130	19.39
GRAND TOTAL ALL IMPORT TRUCKS	874521	21.05	853902	20.93

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

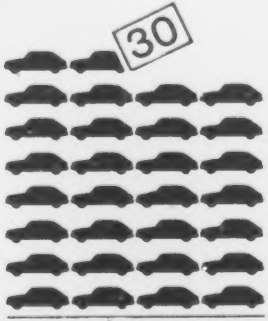
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

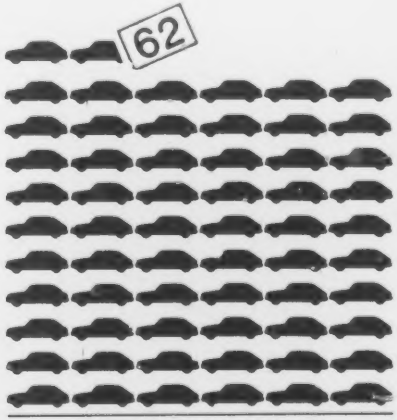
TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

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